People give to charities for many reasons. Among the top reasons people support any charitable appeal are:

- > Donor believes the work of the charity is essential for society.
- Charity helps families.
- Personal involvement or association with the charity.
- Strong belief in the mission of the organization.
- Charity helped the donor or someone he/she knows.
- Makes the donor feel good...that he/she helped someone in need.
- Charity supports children and youth.
- > Charity is a reputable, trusted organization.
- Charity supports disease research.
- Tax benefits.
- > Donor gives in memory of a loved one.
- > Donor feels it's his or her duty to help those less fortunate.
- Spiritual reasons.
- Incentives and prizes.

So Why Do People Give to United Way Over Other Charities?

1. Ease & effectiveness of payroll deduction as a method of giving...\$3.00 deducted from an employee's paycheck per week becomes an annual gift of \$156.00!

5. And lastly..."Because I was asked!" You would be shocked at how many people say the reason they didn't give was because they were not asked!



2. Contributions are distributed among 22 partner agencies...one gift helps many!

4. Ease of contributing at an employee's place of employment.

3. Contributions stay in Gloucester County, unless the donor opts to designate to another charitable organization, in- or out-of-thecounty.

